

Nasty Job? Use a Laser

By CATHERINE SAINT LOUIS
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DO women really prefer men to remove their body hair? Smooth armpits or being waxed to the nines can be read as “overkill,” said Kat Fay, an analyst at Mintel, a market research firm. And few women want to be enlisted to shave their man’s back, however delightful Gillette makes it seem in one of their [video advertisements](#). “Honey, can you shave my back?” Ms. Fay quipped. “That’s not very fun.”



Jeffrey Steinberg from Scarsdale, N.Y., saved his wife that chore with a series of laser treatments by Dr. Arielle Kauvar, a dermatologist on Fifth Avenue. “I outsourced my lawn and gardening care to a nice Italian guy,” said Mr. Steinberg, a marketing consultant. “Taking hair off my back will go to Dr. Kauvar.”

Dr. Kauvar used a LightSheer Duet (at left), a new laser with a large treatment head, so big swaths can be rendered hairless in five or six 15-minute visits. Men who want to have their back hair removed permanently often have to sit with a topical anesthetic for an hour before each of a half-dozen visits, Dr. Kauvar said, so there used to be the “time and pain and nuisance factor.”

The cost of laser hair removal remains a factor, however. Mr. Steinberg said he paid \$1,000 for his back and shoulders.

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